CLAIMS:

1.   A method of distributing a content item to a recipient, which content item contains a marker linked uniquely to the recipient, comprising

at a first point in time, inserting the marker in the content item,

at a second point in time, registering an association between the marker and the recipient of the content item,

in which the first point in time lies before a point in time at which the recipient is known.

2.   The method of claim 1, in which the marker is inserted in the content item by means of a watermark.

3.   The method of claim 1, in which the association between the marker and the recipient is registered by storing an information element comprising the marker and an identifier for the recipient in a database.

4.   The method of claim 1, in which the marker is derived from a value of a counter that is increased every time a marker is inserted in a content item.

5.   The method of claim 1, in which multiple markers are inserted in the content item.

6.   The method of claim 5, in which a respective association between each respective marker and a respective recipient is registered.

7.   The method of claim 5, in which the number of multiple markers is determined based on an analysis of previously distributed content items.

8.   The method of claim 1, comprising selecting the content item in which the marker is to be inserted based on an analysis of previously distributed content items.

9.   The method of claim 1, comprising inserting the respective markers in respective specimens of the content item, and distributing said respective specimens to respective recipients, and registering a respective association between the respective markers and the respective recipients.

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10.   A system for distributing a content item to a recipient, which content item contains a marker linked uniquely to the recipient, comprising marking means for, at a first point in time, inserting a marker in the content item, and associating means for, at a second point in time, registering an association between the marker and the recipient, the first point

10   in time being before the recipient is known.

11.   The system of claim 10, comprising load estimation means for selecting the first point in time as a point in time at which processing load of the system is relatively low.

15   12.   A computer program product arranged for causing a processor to execute the method of claim 1.